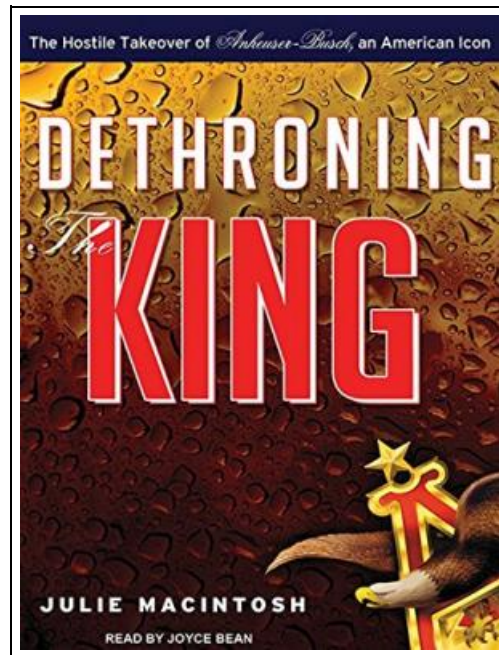


Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon



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DETHRONING THE KING: THE HOSTILE TAKEOVER OF ANHEUSER-BUSCH, AN AMERICAN ICON

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Tantor Media, Inc, United States, 2011. CD-Audio. Condition: New. Unabridged edition. Language: English . Brand New. How did InBev, a Belgian company controlled by Brazilians, take over one of America s most beloved brands after barely a whimper of a fight? Timing, and some unexpected help from powerful members of the Busch dynasty, the very family that had run the company for more than a century. In Dethroning the King, Julie MacIntosh, an award-winning financial journalist who led coverage of the takeover for the Financial Times, details how the drama that unfolded at Anheuser-Busch in 2008 went largely unreported as the world tumbled into a global economic crisis second only to the Great Depression. Today, as the dust settles, questions are being asked about how the King of Beers was so easily captured by a foreign corporation, and whether the company s fall mirrors America s dwindling financial and political dominance. In Dethroning the King, MacIntosh: -Discusses how the takeover of Anheuser-Busch will be seen as a defining moment in U.S. business history -Reveals the critical missteps taken by the Busch family and the Anheuser-Busch board -Argues that Anheuser-Busch had a chance to save itself from InBev s clutches, but strong forces behind the scenes forced it to capitulate From the very heart of America s heartland to the European continent to Brazil, Dethroning the King is the ultimate corporate caper and a fascinating case study that s both wide-reaching and profound.

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